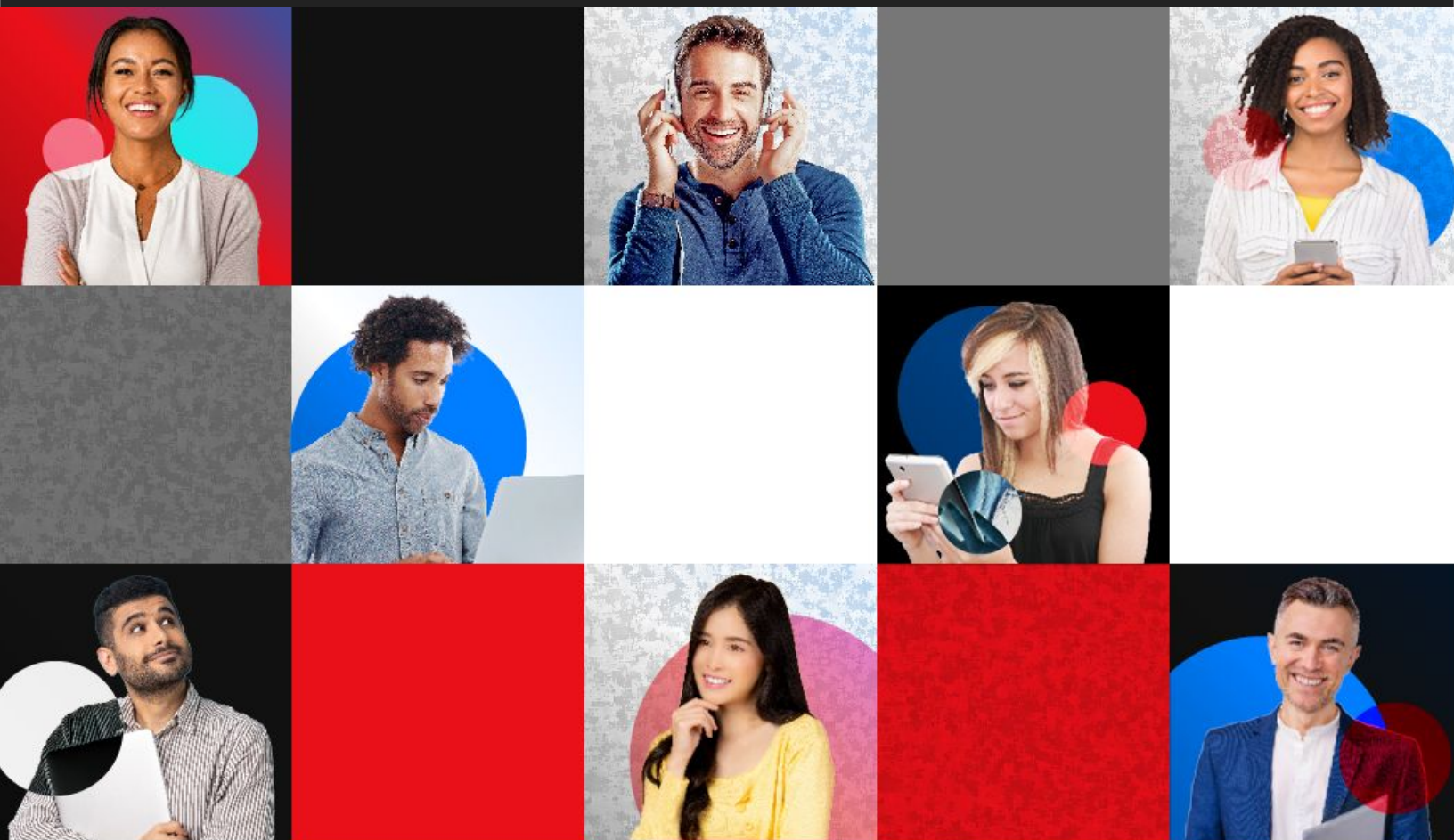


INSIDER
INTELLIGENCE

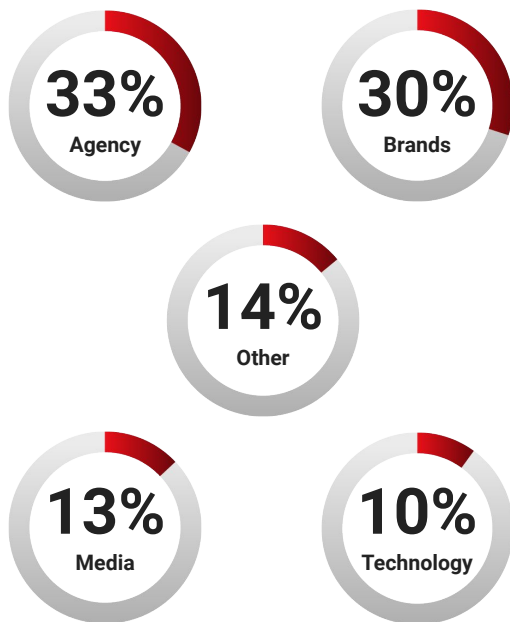
eMarketer


eMarketer Media Kit




Audience Demographic


Marketers That Matter to You Rely on eMarketer




 **HAVE BUYING POWER**
82%
Specify and/or authorize purchases


 **BUDGET AUTHORITY**
83%
Top Executives & Management

 **INTEREST IN YOUR SOLUTIONS**
82%
Marketing/Advertising/
Analytics/CX/Ecommerce/
Product Management/
Strategy functions

 **DOLLARS TO INVEST**
21% Revenues of \$1b+
41% Revenues of \$10m-\$999m
38% Revenues up to \$10m
*of those who reported revenue

 **450,000+**
monthly unique site visitors

 **420,000+**
total newsletter subscribers

 **71,000+**
average total podcast listeners per month

SOCIAL MEDIA FOLLOWERS

 **290.4K**

 **83.1K**

 **31.9K**

NA
56%

EMEA
18%

LATAM
3%

APAC
18%

Sample Readers

AGENCIES



CPG BRANDS



FINANCE



HEALTHCARE



RETAIL



MEDIA



AUTO



TECHNOLOGY



TRAVEL & HOSPITALITY



Solution-Driven Programs

From content and video sponsorships to email, display, and live webinars, top B2B marketers rely upon eMarketer as an exceptional performance marketing vehicle. Each offering is meticulously designed to meet your unique goals and objectives.

eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. As our editorial team sets the stage for an informed conversation about the state of digital transformation, advertising messages complement the content.

eMarketer provides the what, where, when and why—while advertising clients contribute the who and how.

Explore a diverse range of solution-driven programs. Together, we complete the educational journey for our audience.

CONTENTS

Broad Reach Programs — 5

- Digital Display
- Newsletters
- Dedicated Emails: FYIs and FYI Spotlights

Native Videos & Articles — 7

Podcasts — 8

Content Syndication — 9

Quiz — 9

Content Sponsorships — 10

Live Video Webinars — 11

Attention! Virtual Summit — 12

In-Person Events — 12

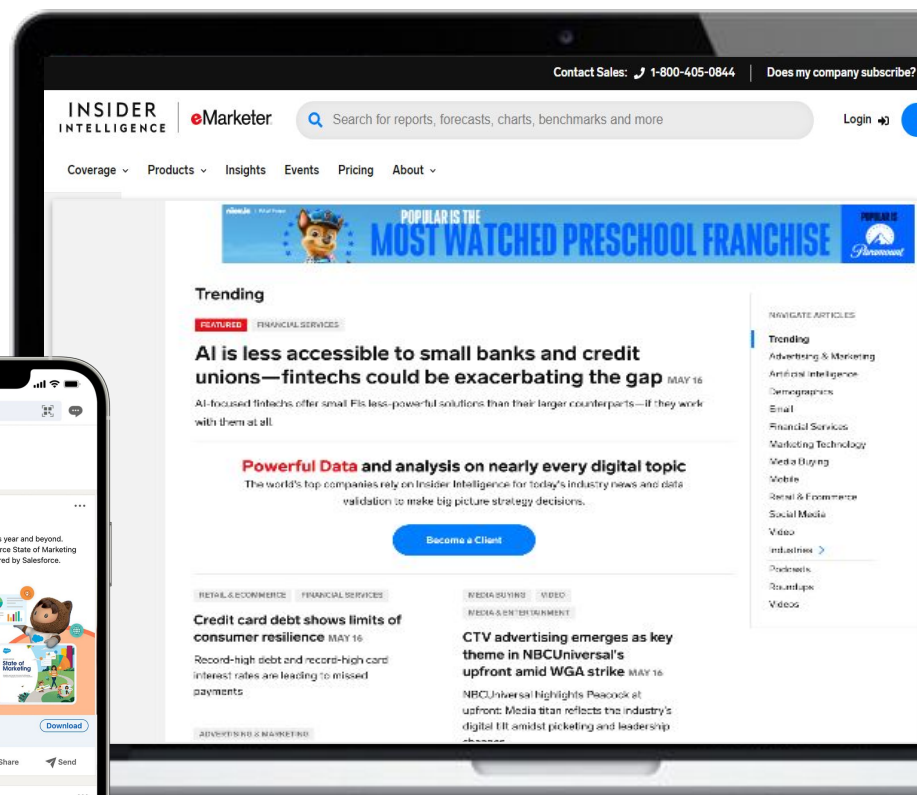
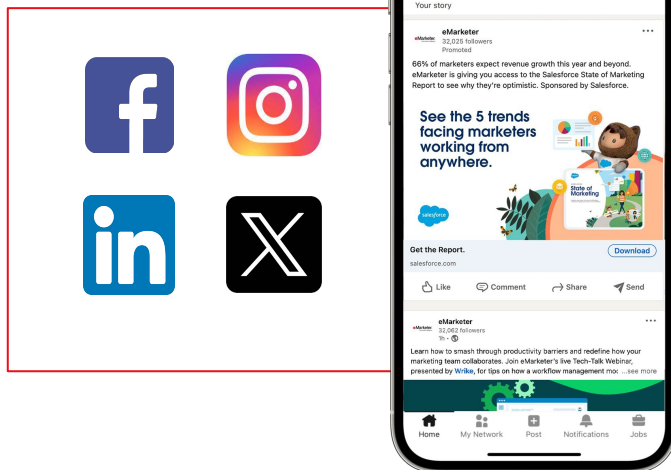
Digital Display

450,000+ MONTHLY UNIQUE VISITORS

Leverage our digital display advertising to elevate your brand's presence among an engaged audience of 450,000 unique monthly visitors. Benefit from extensive visibility on a platform that readers rely on for insightful research, forecasts, charts, and articles. Position your message alongside editorial known for credibility and insight.

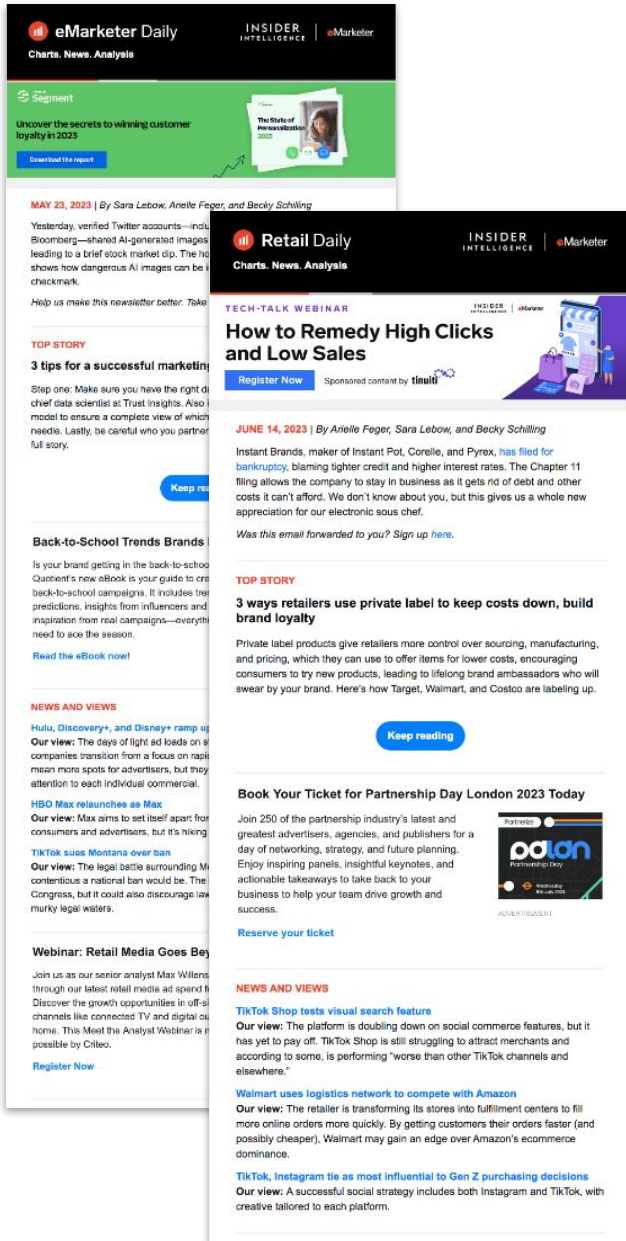
Available Tactics Include:

RoS, Geography, Category, and Domain/ABM targeting across both the site and social channels.



"The eMarketer audience is exactly who we need to engage senior level brand marketers. The content quality as well as the leads generated via eMarketer programs help us stand out in a sea of industry noise."

Newsletters



eMarketer Daily

125,000+ SUBSCRIBERS

Industry-leading daily newsletter on digital marketing, advertising, and media trends across all major channels. Data-driven and timely for decision-makers who need to keep up with the latest news, trends, and analysis.

eMarketer Retail Daily

55,000+ SUBSCRIBERS

Must read for decision-makers in the retail sector. Daily dose of data, news, and insights on the rapid transformation of retail and ecommerce. This subscription newsletter provides quick and actionable insights to our readers.

Banking & Payments

72,000+ SUBSCRIBERS

Weekly newsletter that leaders in the finance industry rely on to stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

Retail Media Weekly Newsletter

200,000+ SUBSCRIBERS

Weekly newsletter that offers unique coverage of retail media developments and trends, with industry-leading data, charts and analyst perspective.

➔ **ALSO AVAILABLE**
Special Edition Newsletters

Dedicated Emails: FYIs & Spotlights

Directly engage your desired audience and convey your message with precision and impact. Optimize your lead generation and secure immediate responses with our tailored email marketing solutions.

eMarketer FYI

300,000+ WW SUBSCRIBERS

165,000+ NA SUBSCRIBERS

FYI Spotlight

Multi-sponsor promotion. 25% SOV.

310,000+ WW SUBSCRIBERS

Retail FYI

95,000+ WW SUBSCRIBERS

58,000+ NA SUBSCRIBERS

Retail FYI Spotlight

Multi-sponsor promotion. 25% SOV.

110,000+ WW SUBSCRIBERS

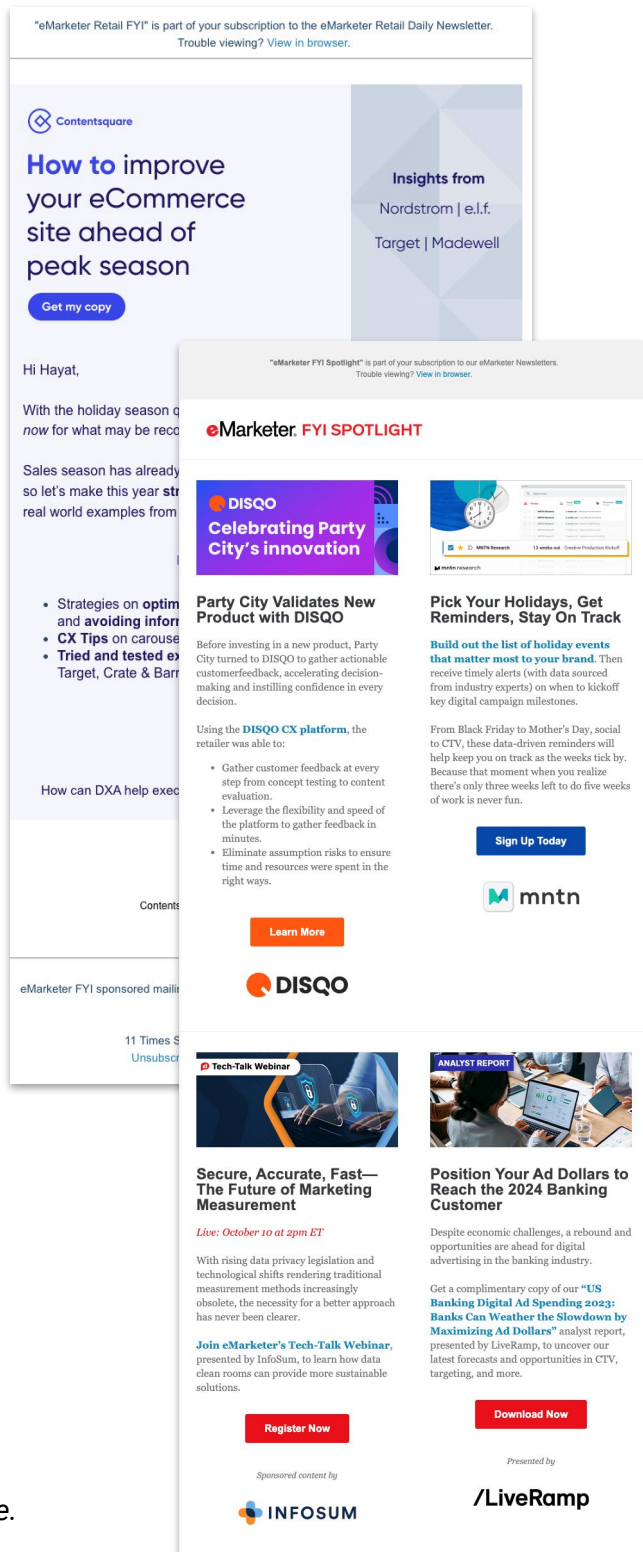
Financial Services FYI

110,000+ WW SUBSCRIBERS

36,000+ NA SUBSCRIBERS

Region, country, industry, or ABM targeting also available.

Contact: advertising@emarketer.com
eMarketer, Media Solutions & Strategy



Native Placements

Native Article

Showcase your thought leadership: feature your content seamlessly in eMarketer's editorial space with a sponsored byline. Elevate your brand by submitting a relevant white paper, case study, or article, and connect with your audience.

Reach your best customers in a privacy-first world with private marketplaces | Sponsored Content

This video was contributed by Arity.

Video by Daniel Caridi | Jun 15, 2023

Reach customers based on how, when, and where they drive with driving data from Arity

As privacy regulations ramp up, brands across verticals are increasing their focus on premium environments that don't rely on cookies. In this video, Arity's Jennifer Gold, director of product marketing, shares why private marketplaces (PMPs) fit the bill by offering access to high quality inventory, programmatic efficiency, brand safety, and transparency.

Gold, who oversees go-to-market activities for Arity's telematics-based offerings, explains why data on commuting habits or points of interest along frequently traveled routes, for example, can help marketers reach their ideal customers. You'll also hear three use cases for retail and quick-service restaurants, automotive, and auto insurance providers to demonstrate how PMPs enable audience targeting and segmentation despite increasing privacy laws.

ADVERTISMENT

Reach your best customers based on how, when, and where they drive with the Arity Private Marketplace

Discover the Arity Private Marketplace, an exclusive mobile network of ad inventory with nearly 30 million connections. Reach audiences based on driving behaviors including commuting habits, predictions on future drives, points of interest along frequently traveled routes, distracted driving, annual miles driven, and more.

Learn more about the Arity Private Marketplace today

Native Video

Enhance your thought leadership with a sponsored video interview, integrated into eMarketer's editorial landscape. Provide 4-5 questions, and our content studio team will collaborate with you to create a compelling expert or executive interview that resonates with our audience.

Democratizing creative services for retail media success | Sponsored Content

This article was contributed by Walmart Connect.

Article | Jun 15, 2023

Sparking big ideas for brands at Cannes and beyond.

Discover

Walmart Connect

Access to rich customer insights has been the name of the game for advertisers looking for precise targeting in their digital ad campaigns. But those troves of intel have often been neglected in favor of optimizing another critical component of advertising effectiveness: creative, a topic that will be top of mind at the upcoming Cannes Lions International Festival of Creativity.

A recent study by Magna Media Trials and Yahoo found that while media placement helps marketers find consumers where they are, creative quality is responsible for 56% of purchase intent. That kind of impact can't be ignored. Insights-driven creative allows advertisers to optimize content for specific channels, big or small—could mean the difference between right past your ad, especially when research by Yahoo and OMD worldwide 1.5 seconds.

retail media

ness, many self-serve advertisers, particularly capabilities for retail media campaigns.

ss digital advertising, but it remains nascent s into retail media networks, and the growing to creative services has become increasingly

ols to create, optimize creative, and drive er a powerful way for advertisers of all sizes to ces helps to level the playing field with bigger

andemic, customers are discovering and channels. How your brand shows up online ere. For example, display ads can be highly nized creative is integral for impact—Creative % recall for ads with poor creative quality, the

Can't be the only place to get your brand noticed.

Learn more

READ NEXT

Why in-store sales data is ripe for CPG retail media networks

How to build in-store retail media from

Harmonizing creativity for innovation in retail media

Customer shopping behaviors have shifted post-pandemic, and the retail landscape is rapidly transforming. Find out how Walmart Connect is taking a creative approach to helping brands create seamless omnichannel experiences with customers.

Meet with us at Cannes Lions

NEWS AND VIEWS

Walmart Connect makes available NBCUniversal's livestreaming

Our view: Closed-loop measurement for connected TV (CTV) and retail ads will reshape ad spending for both markets. Walmart Connect's learn into live sports to test just how far it can push its retail media data

Should marketers care about FAST?

Our view: Yes. Free ad-supported streaming TV (FAST) is growing in The Roku Channel, Tubi, and Pluto TV leading the pack. Despite growth numbers, viewers still aren't spending a ton of time on these platforms

TV CTV complemented each other for maximum reach

Our view: The CTV revolution is already here, but that doesn't mean it's irrelevant. Advertisers need to pay attention to the age demographic behaviors of viewers on both platforms.

INDUSTRY VIEWS

Democratizing creative services for retail media success

At a time when creative quality drives nearly 60% of purchasing intent, the ability to produce insights-driven creative that's optimized across channels, audiences, and goals is more important than ever. Read this sponsored article, contributed by Walmart Connect.

Keep reading

Podcasts

Behind the Numbers

57,000+ MONTHLY LISTENS

This daily podcast helps listeners make sense of the ever-changing worlds of digital media, commerce, advertising, and technology with thought-provoking analysis...and a little fun along the way.



[Marcus Johnson](#)
Producer and Host

Reimagining Retail

10,000+ MONTHLY LISTENS

A weekly podcast that delves into retail's convergence with every part of our lives and every part of the digital media ecosystem—from retail media and social commerce to the relationship between digital and physical commerce.



[Sara Lebow](#)
Moderator

Banking & Payments

1,400+ MONTHLY LISTENS

A new twice-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.



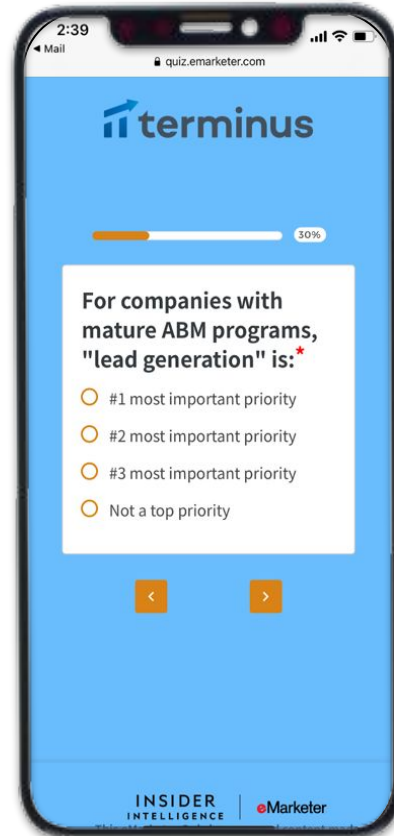
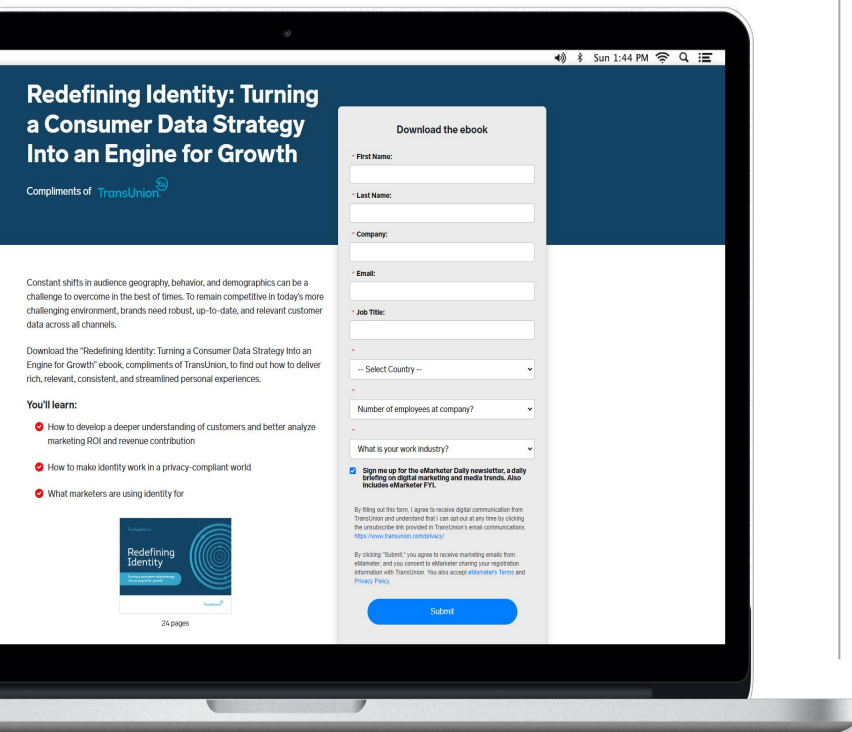
[Rob Rubin](#)
Host, GM of
Financial Services

"I like the way the content is segmented into digestible, informative bits, with sprinkles of random data points/facts. The hosts are great."

Lead Guarantee Programs

Content Syndication

Amplify your reach and bring prospective customers into your sales and marketing funnel. Promote an exclusive, downloadable asset and generate guaranteed leads through our content syndication services.



Interactive Quizzes

eMarketer quizzes are designed to optimize engagement, encourage social sharing for maximum visibility, and deliver insightful snippets of market knowledge.

**“What I love about working with eMarketer...
You know what you are investing in and the
return reflects the premium value they drive.”**

— Lana McGilvray

Co-founder and CEO, Purpose Worldwide

Content Sponsorships

Align with best-in-class eMarketer editorial via eMarketer's content sponsorships, covering critical topics of interest, with 100% SOV.

Analyst Reports [see example](#)

Generate demand from eMarketer's influential audience while associating your brand with the most trusted source of digital marketing information and research

Snapshots [see example](#)

A custom, curated collection of eMarketer infographics of industry leading data and research.

Roundups [see example](#)

Custom collection of eMarketer articles, charts, and interviews built around a specific topic

Lookbooks [see example](#)

Align with visually driven content that revisits annual predictions and analyzes how the year is shaping up.



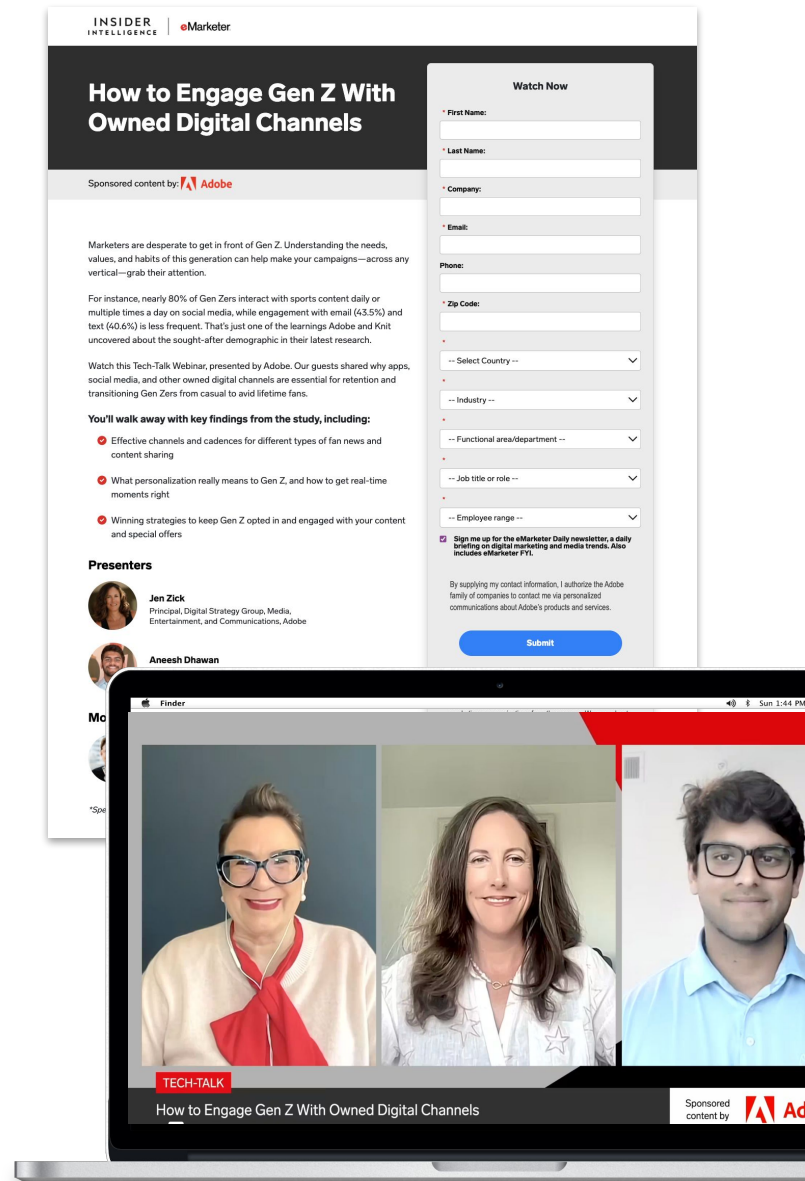
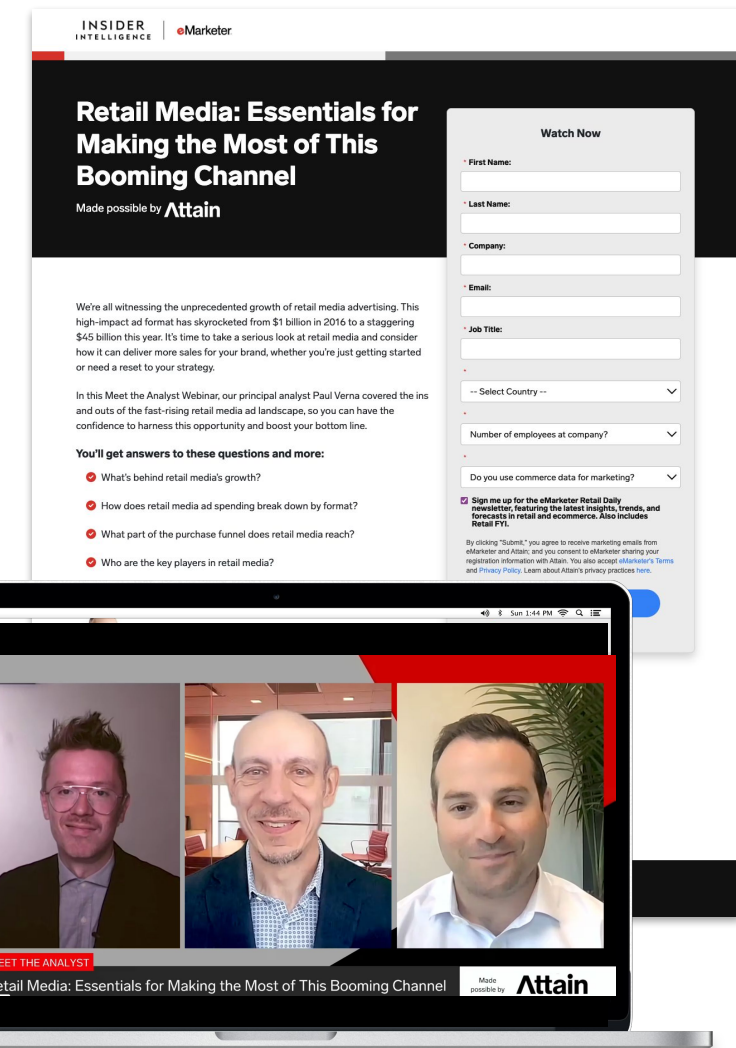
➔ **ALSO AVAILABLE**
Custom Content
Immersive Storytelling

Live Video Webinars

Meet the Analyst Webinar

[see example](#)

Content created and presented live by an eMarketer analyst and featuring an executive representative of your brand. The webinar covers industry-leading research and insights on a subject area of interest to the sponsor and their target audience.



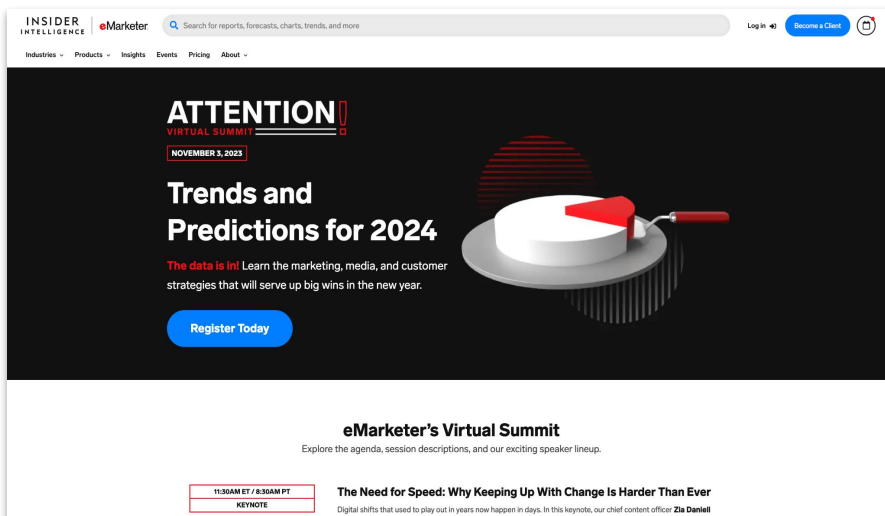
Tech-Talk Webinar [see example](#)

Moderated by eMarketer, the webinar features content created and presented by sponsor.

Events

In-Person Events

Hosted at eMarketer's office or an agreed upon location of your choice. Events feature analysts and industry experts, either as presenters or panelists.



Virtual Summits

Attention!, an eMarketer Summit led by eMarketer's trusted analysts and key experts from the marketing community.

Upcoming Summits:

- [November 3, 2023](#)
- May 3, 2024
- November 1, 2024

To view a recent summit, see content from our March 2023 summit [here](#).



ALSO AVAILABLE

Bring an Expert to your Event

eMarketer analysts are available to present at both your in-person or virtual industry events.

Your Dedicated Team

Results-driven team of seasoned digital media experts committed to designing and delivering successful solutions using eMarketer's powerful multimedia channels.

**Aaron Kern**

*SVP, Global Media Sales
Media Solutions & Strategy*

**Ina Gottinger**

*Vice President,
Media Solutions & Strategy*

**Adrienne Skinner**

*Senior Director,
Media Solutions & Strategy*

**Kristen Riebesell**

*Senior Director,
Media Solutions & Strategy*

**Elizabeth O'Connor**

*Senior Director,
Media Solutions & Strategy*

**Jacqueline Grace**

*Associate,
Media Solutions & Strategy*

**Hayat Adem**

*Customer Success,
Media Solutions & Strategy*

**FOR MORE INFO,
CONTACT:**

advertising@emarketer.com

→ CUSTOM PROJECTS

Just ask!

We thrive on service and creativity

"We can't live without eMarketer. As a company, we constantly rely on eMarketer research for our internal training and external presentations. And as a marketing team, eMarketer has been one of our best and most reliable partners in helping us reach a large, well-informed, and engaged community of marketers."

**Ali Haeri**

*SVP of Marketing
MNTN*